

MOTHER EARTH

SHE FEEDS
AND CLOTHES US



PRESENTED BY **OXO** LTD.



Do you ever stop to think that with the help of the Sun, the Rain and the Air, and of course with the efforts of Man himself, the EARTH provides all that is necessary for us to live? Our food and drink, the raw materials for our clothes and our houses are all provided for us by

'MOTHER EARTH'.

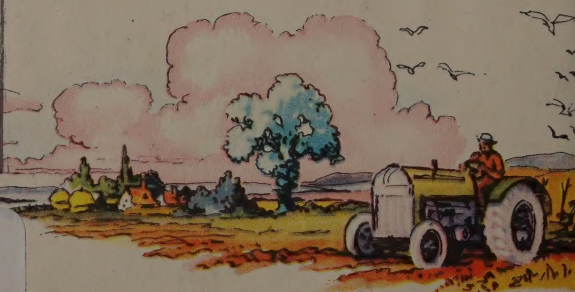
In this painting book are shown some of the multitude of things that come from the Good Earth.



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There are many happy hours of painting or crayoning in this interesting picture book. Next to each coloured picture is a drawing for you to colour. If you are going to use chalks or crayons, see that the points are sharp. For the young artist who prefers to paint, always remember that you must have pointed brushes and it is advis-

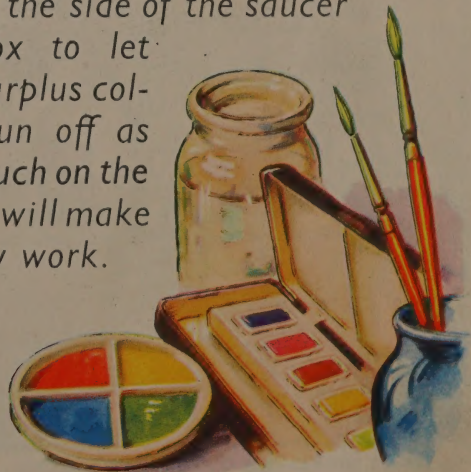
able to have a piece of rag handy.

The colour chart will help you to get the right colours. Mix all your colours in the divisions on your paint box lid or in a saucer. Dip your brush in the mixed paint and touch the side of the saucer or box to let any surplus colour run off as too much on the brush will make untidy work.



Points to remember:—

- ALWAYS RINSE YOUR BRUSH WHEN CHANGING COLOUR.
- KEEP YOUR PAINTS CLEAN.
- USE CLEAN WATER.



GRASS is food for many animals. Some of them eat a great quantity, in fact the great OXO herds each year eat a total of 5,000,000 tons of it, so you can see some animals get all the food they need from grass. Our picture shows a herd of Herefords grazing on one of the Company's South American Ranches.



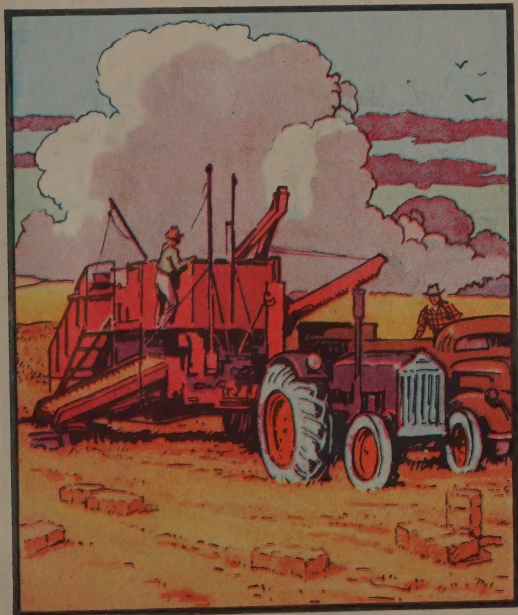
GAUCHOS WATCHING OVER AN OXO HERD.



The Company's great cattle ranches are in South America and Southern Rhodesia.



CORN. Wheat, oats, barley and other cereals give food to us and animals. The picture shows a wonderful machine called a "combine harvester" which cuts and threshes the corn, neatly ties each straw bale and throws it out at one side. The big grain producing countries are Canada, America, Australia, New Zealand, South Africa, and Russia.



A COMBINE HARVESTER AT WORK.



Ask Mother for a cup of hot
OXO, it's so tasty and refreshing.



FRUIT AND VEGETABLES — Have you ever seen Daddy's seed catalogue? This will show you how many different kinds of vegetables and fruits we can grow in this country. Many luscious fruits come from other countries. This South African girl has just collected these baskets of fruits and vegetables. How many can you recognize?



HARVESTING SOUTH AFRICAN FRUIT & VEGETABLES.



*Does mummy add an OXO cube
to your soup? It's delicious.*



RICE is a very important food for many people of the world. Rice is grown in countries where the climate is damp and hot like China, Japan, India and others. Here you see planters ankle deep in water planting young rice shoots. They wear large hats to keep the sun off their necks.



WORKING IN A PADDY FIELD.



Mother knows that OXO gives a rich beefy flavour to all her dishes.



7 **SUGAR** in the olden days came from the honeycombs found in bee hives. Later it was discovered that very fine sugar could be got from the sugar-cane grown in the West Indies, South Africa, and other countries. Today we get a lot of sugar from sugar beet grown in this country.



SUGAR-CANE IN THE WEST INDIES.



Mummy knows what's good
when she gives you **OXO**.



COAL is one of the most valuable of all things found in the earth. Without coal there would be no steel, gas or electricity. Here you see a miner hundreds of feet below the ground digging coal with a modern drill. Coal is mined in this country, Europe, Australia, India, America and many other countries.



WORKING AT THE COAL FACE.



*Ask Mother for your cup of hot
OXO before you go to bed.*



WOOD is most useful to man. In earlier days it was mostly used for the making of spears, to light fires and the building of houses. Mother Earth grows many different kinds of woods such as — Oak, Ash, Elm, Cedar, Walnut, Teak, Pine, Maple, Mahogany, Poplar, Willow and Beech. A lot of soft wood is grown for the production of paper. Canada, Newfoundland, Norway, Sweden and Russia are the largest exporters of wood.



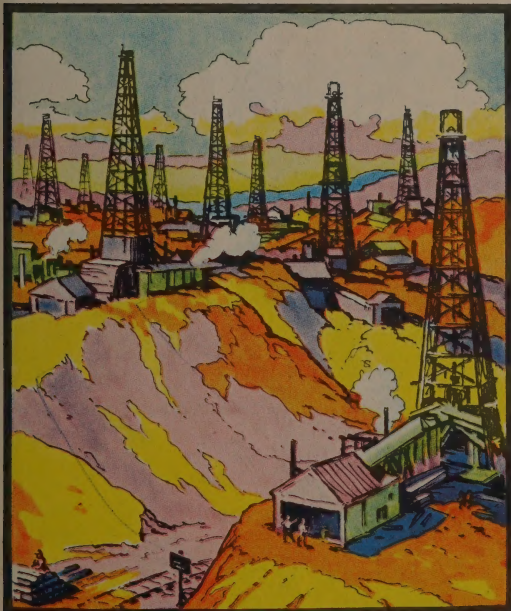
CANADIAN LUMBERJACKS AT WORK.



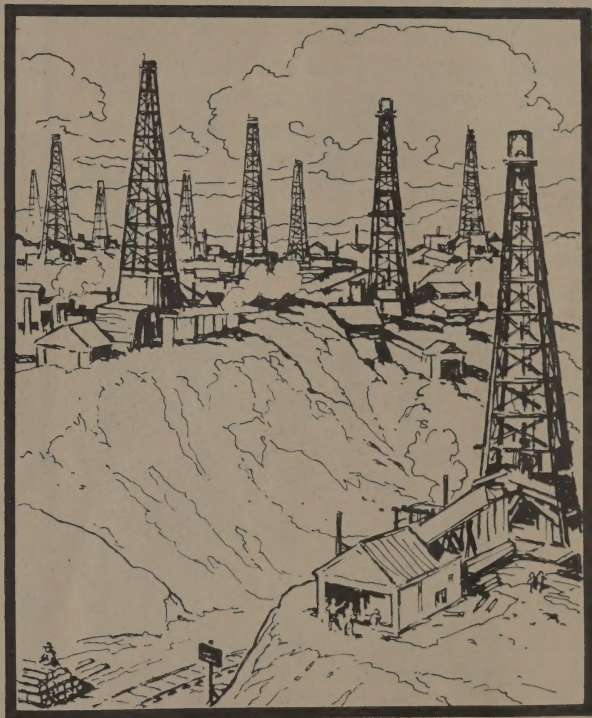
A cup of OXO gives you plenty
of 'go'.



OIL (Petroleum) is one of the earth's most valuable commodities and is obtained by sinking wells deep into the ground until the underground lakes are reached. Tall tapering structures called "derricks" are built for this purpose. The crude oil is pumped up and passes through pipes for long distances to huge refineries where it is made suitable for use as fuel throughout the world.



AN OIL-FIELD WITH ITS DERRICKS.



You will feel fine after a cup of
beefy OXO.



RUBBER is made from the milky juice of the rubber tree which grows in certain tropical countries. Cuts are made in the bark of the tree and the liquid formed is caught in cups and treated by various means until it becomes the rubber that is put to so many uses all over the world.

Rubber comes mostly from the Far East, particularly Malaya, and from parts of Central America.



HOW RUBBER JUICE IS TAPPED FROM THE RUBBER TREE.



*Pies, puddings and stews taste
so much nicer with beefy OXO.*



COTTON comes from the fleecy fibre that grows round the seeds of the cotton plant. This soft fibre is cleaned and spun into thread to make much of our clothing and a great variety of other useful things.

Cotton is grown in North and South America, West Indies, Egypt, India, Japan and other places with warm climates.



HARVESTING COTTON.



*Everybody needs the goodness
of OXO.*



WOOL is the soft hair that grows on sheep. It is cleaned and woven by wonderful machines and made into cloth from which many of our garments are made. Much care has been given to the breeding of sheep for their wool and this is mostly cut from the animal once a year. Australia produces the most wool, but the finest comes from the Merino sheep, a native of Spain.



SHEARING THE SHEEP'S WOOL IN ONE PIECE.



Beefy OXO warms you up. If you go camping, remember always to take OXO cubes with you.



TEA was first known in China many centuries ago, but was not used in this country until early in the 17th century. The world's main tea supplies now come from the tea gardens of India and Ceylon. The best tea is from the young and tender leaves.



PICKING THE TEA LEAVES IN AN INDIAN TEA GARDEN.



Mummy can make lovely gravy
with OXO.



THIS FINE SPECIMEN HERFORD
BULL IS TYPICAL OF THE HERDS
ON THE OXO CATTLE FARMS



 OXO LTD. THAMES HOUSE, QUEEN ST. PLACE, LONDON, E.C. 4